

Quote

the weekly digest

Volume 39—Number 21

Week of May 22, 1960



"This is the last time I take a bus loaded with Kids!"

-----20th year of publication

QUESTING WITH

Quote

Some time ago, you may recall, we told you about a chart drawn up by the British Wholesale Clothing Mfg Fed'n, to help girls choose their husbands. According to this, the man who wears Bermuda shorts to work still needs his mother, the man who wears a light-colored suit in summer is good exec material, and so on. All well and good, but you notice they didn't offer to help a man pick his wife by her clothes. So David Savage, in the *Wall Street Journal*, has kindly filled the gap:

1. A girl who wears a dress so tight it looks as if she was poured into it—it depends entirely on the pouring. If a few pounds are spilled, nix—in 10 years there'll be 20 more pounds spilled.

2. Looks good in a swim suit: Don't be carried away, only .0002% of marriage is spent in a swim suit.

3. Keeps saying, "I haven't a thing to wear." If your income is over \$20,000, okay.

4. Turns her back coyly and coos, "Will you zip me up?"—Get out fast, man, it's you she wants to zip up.

5. Wears a simple black dress that has no frills or ornaments on it, just simple black curves.—Out of my way, mister, I saw her first.

And speaking of clothes, Jane Da Silva of Bombay, India, a graduate student at Marquette University, got an unexpected discount from a dry cleaner lately.

Jane wears the sari, traditional garb of her country, and she had taken two of them to be cleaned. When she picked them up, her bill read:

"Two tablecloths at 50 cents each; no napkins, less 6 cents each; total, 88 cents."

”

We like to keep you informed on linguistic developments, and here is one of the most fascinating we've come across in a month of Sundays. It gets harder all the time to keep up with military developments because of some of the technical words used. Any idea what "overkill" means? One expert in Pentagonese explains: "Overkill equals total nonsurvivability plus." We'll grant this statement doesn't help much, but it can—to use another Pentagon term — be "definitized." "Overkill" is Army language for "The capacity to kill more people than there are."

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From a letter to a Westminster (London) firm of ins brokers: "You will note that the insured has retired and is now a civil servant."

may we QUOTE



you on that?

[1] Pres DWIGHT D EISENHOWER, after collapse of Summit conf in Paris: "In spite of this serious and adverse development, I have no intention whatsoever to diminish my continuing efforts to promote progress toward a peace with justice. This applies to the remainder of my stay in Paris as well as thereafter." . . . [2] Sen BOURKE B HICKENLOOPER (R-Iowa), mbr of Senate For'gn Relations Comm, saying Khrushchev torpedoed the East-West mtg by withdrawing his invitation to Pres Eisenhower to visit Russia: "They were so anxious for this conf; they kept pushing for it, and now for purposes of worldwide propaganda they elect to torpedo it." . . . [3] Soviet Premier NIKITA S KHRUSHCHEV, rejecting Eisenhower's plan to set up UN aerial surveillance to guard against surprise attack: "Soviet air space is sovereign and no one, I repeat no one, will be permitted to fly over the Soviet Union." At another point in the ill-fated Summit conf, Khrushchev announced dramatically: "As God is my witness, my hands are clean and my soul is pure." . . . [4] Sen RICHARD B RUSSELL, chmn of Senate Armed Forces Comm, warning that Khrushchev's actions could precipitate the horrors of nuclear war: "This country should make every effort to get its defense establishment in order and on the alert in order to repel and annihilate any aggressor." . . . [5] ADLAI E STEVENSON, comparing a possible presidential candidate to a

lady: "If she says 'no' people think she means 'maybe.' If she says 'maybe' people think she means 'yes' and if

she says 'yes' she's no lady." . . .

[6] Rep JOS W BARR (D-Ind), summing up the gov't's farm program:

"I decided that the only thing Congress does to help out the farmer is to help him out of business." . . . [7] I I SHEVLYAKOV, head of the scientific-methodological dept of the Moscow Planetarium, after the launching of the Russian space ship with a dummy spaceman at the controls: "The flight of this ship will go down in the annals of astronautics as one of the last steps before mankind's emergence into outer space." . . . [8] Sen STUART SYMINGTON (D-Mo), when asked if he thought he could beat Sen Kennedy for the presidential nomination: "I don't like to talk about my colleagues, but I think I could beat Nixon for the presidency." . . . [9] EMILY JANE SIMMONS, age 90, after spending the night in jail on drunk driving charges in Anaheim, Calif: "I guess everybody ought to get in jail sometime before they die so they can see how the other half lives." . . . [10] Letter rec'd by Central Intelligence Agency director Allen Dulles after the U2 spy plane incident: "Have Brownie; will travel."

Quote

Quote the weekly digest

"He who never quotes. is never quoted"

Charles Haddon Spurgeon



ACCIDENT—1

There were 900 more deaths and more than 50,000 addit'l injuries on U S highways in '59 than in '58. Fatalities climbed to 37,600 and more than 2,870,000 were injured as a result of automobile accidents. —*Dishonor Roll*, annual safety booklet, Travelers Ins Co.

AIR AGE—2

If you want to go from N Y to Chicago in a hurry, you save time by *not* taking the fastest plane. It sounds ridiculous, but the schedules prove it's true. The 575-mph jet DC 8 takes off and lands at airports (Idlewild and O'Hare) which are farther out from the cities than the fields (LaGuardia and Midway) used by the 400-mph turboprops. You lose more time traveling that extra 21 mi's on the ground than you save in

the air. This is progress?—*Popular Science*.

AMERICA—3

Physically Americans are pioneers; in the realm of social and economic institutions, too, their tradition has been one of pioneering. . . From the beginning Americans have known that there were new worlds to conquer, new truths to be discovered. Every effort to confine Americanism to a single pattern . . . is disloyalty to everything that is valid in Americanism. —HENRY STEELE COMMAGER, quoted in *Senior Scholastic*.

ATOMIC AGE—4

The public is not really concerned over atomic fall-out, because so far it has not affected television reception. — Puck, *Tit-Bits*, London.



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Quote

BEHAVIOR—5

In America, in Europe, anywhere in the world, we stamp our own value upon ourselves, and we cannot expect to pass for more.—OREN ARNOLD, *Presbyterian Life*.

BIBLE—6

Every American military plane that flies over water carries a collapsible boat which contains food rations and a copy of the Bible in a waterproof pkg. "We know that spiritual equipment can be as important as food and drink in saving lives," say Army officers.—*Treasures*, Bruce Marble & Granite Works, Ft Scott, Kans.

BUSINESS—7

Sec'y of State Herter was speaking of nat'l affairs, but his words apply to business, too: "A positive approach accepts competition and danger as elements of survival."—*Mgt Briefs*, Rogers, Slade & Hill, Mgt Consultants.

CHANGE—8

Change is inevitable. All things are in motion either constructively or destructively.—ARTHUR H HOOP, "How to be Right More Often," *Partners*, Nat'l Labor-Mgt Foundation, 4-'60.

CHARACTER—9

A noble character is a growth, but not the growth of a day or even a yr. It is the sum of many ordinary days well used.—*Megiddo Message*.

CHILDREN—10

I advise that we be a little rougher on our kids, ignore them more and avoid them as much as we can, and they may grow up to be slightly less criminal than they are now.—AL CAPP, *Think*, Internat'l Business Machines Corp'n.

CHRISTIANITY—11

Here is a definition of a Christian given by a British minister, P Carnegie Simpson: "A Christian is one who is responding to whatever meanings of Christ are brought home to his intellectual and moral conscience." Or, to put it more simply, "A Christian is one who is responding to whatever meanings he finds in Christ."—HALFORD E LUCCOCK, *Christian Herald*.

CHURCH—Sales—12

A real estate authority in the capital estimates that at least 250 churches changed hands in the last 5 yrs, or an average of one a wk. While this rate may be exceptional, because of population shifts and new construction, the sale of churches across the country is epidemic. In many cases, it does not indicate the sickness but the health of the growing congregation.—*Christian Advocate*.

CITIZENSHIP—Responsibility—13

Civilization has nearly, in these days, suffered shipwreck, not because of the power of its enemies, but because of the slackness of its defenders.—CLEMENT ATTLEE, British statesman.

CONSCIOUSNESS—14

Those who bld up a positive beautiful consciousness radiate light and joy, and they are an inspiration to other people.—LOWELL FILLMORE, "Foundation Stones," *Progress*, Unity School of Christianity, 5-'60.

Quote

washington

By Les & Liz
Carpenter



Hugh O'Brian was introduced to Mrs Mamie Eisenhower as "he plays Wyatt Earp on television—your grandchildren probably watch him." Repl'd Mrs Eisenhower: "What do you mean? I watch him myself—every wk!" Congressional criticism of tv programming as laying too much emphasis on Westerns and crime shows seems to have no White House support. Pres Eisenhower recently told a friend: "Tv doesn't have too many Westerns. It doesn't have enough!" (Ike also likes to read Western novels.)

" "

This joke is reportedly going around Cuba (and interestingly illustrates that Cubans recognize iron fists for what they are): "Fidel Castro, Raul Castro and Che Guevara were together on a boat in the Caribbean. The boat was sunk. Who was saved?" The answer: "Cuba was saved!"

" "

The recent civil rights filibuster in the Senate caused oldtimers to recall the classic remark of the late Senate Democratic leader, Jos Robinson of Ark: "When a Senator once takes the floor, nobody but Almighty God can interrupt him—and the Lord never seems to take any notice of him!"

Quote

CONVICTIONS—15

The ideas that grip men's imaginations are not always the products of sober reflection or learned counsel. . . . As Jonathan Swift said, "How can you reason a man out of something he wasn't reasoned into?" Conviction requires more than simple judgment. What we believe about things . . . are of an intangible nature, the product of a long series of impressions, many irrelevant, many long out of date, often more the product of the viscera or the libido than the brain. Impressions . . . are conditioned by our background, our experience, our reactions. We can no more identify their source than we can attribute our religious beliefs to a single sermon or our prejudices to a single episode.—CHAS M HACKETT, "Propaganda—Policy of Persuasion," *Toastmaster*, 5-'60.

CRITICISM—16

The faults of others are like headlights on an automobile. They only seem more glaring than our own.—*Defender*.

ECONOMIC RESOURCES—17

The world's greatest economic problem in the next quarter century will be how to tap the economic resources of the underdeveloped countries in Asia.—CHIANG KAI-SHEK, "Where Future Tension Will Center," *Nation's Business*, 5-'60.

EDUCATION—18

An abundant and increasing supply of highly educated people is becoming the absolute pre-requisite of social and economic development in our world. It is rapidly becoming a condition for national survival.—PETER DRUCKER, *Phi Delta Kappan*.

book briefs ...



Sometimes the British can be downright mean—almost as though they're still mad about the Green Mountain Boys at Ticonderoga. What we mean is that our Vermont *Folk Medicine* was published there recently. This is the book in which Dr Jarvis stresses the beneficial properties of apple-cider vinegar and honey. The British reviews seem a little sour, as witness this from the *Observer*: "This daft book has swept America. . . People have always yearned for a solution, an elixir (against disease), a one for the many. Americans are still yearning, and the enormous success of this book with them does not argue very strongly for American skepticism and education." That sounds more like vinegar than honey to us.

" "

The Bible remains the best selling book in America, but do you know what comes right behind it? It's *The Boy Scout Handbook*, with its latest printing run of 1,050,000 copies. Since the 1st edition in 1910 at 25 cents the handbook has sold more than 17,500,000 copies.

" "

Wm L Shirer's *The Rise and Fall of the Third Reich* (Simon and Schuster), scheduled originally for June publication, has been postponed until October, thanks to the Book-of-the-Month Club judges. This extensive study of the Nazi regime will be a selection this fall, and a new publication date will be set accordingly.

He borrows my books,

A nice little stack;

To keep up our friendship,

I borrow them back. — D E

TWIGGS.

To get thru to other people in selling your personality, your product or your interest, you have to master the technique of emotional appeal. That's the viewpoint of Roy Garn, author of *The Magic Power of Emotional Appeal*, published May 13 by Prentice-Hall. Garn sees mental preoccupation as the big stumbling block to communication; the secret of breaking down preoccupation and interesting the other person comes from mastery of the "Fatal Four" emotional appeals — self-preservation, money, romance and recognition.

" "

Capitol Hill isn't for sale, of course, but if it were the price tag would be \$2,700,000,000, most of which would go for books in the Library of Congress. They're worth \$2,200,000,000.

Quote

EDUCATION—College—19

Admission to univ's in Europe demand significantly higher standards of mental ability and scholastic achievement than in America. Only from 5 to 8% of the youth in any age group enter univ's, and these would be equal to the top 10%, intellectually, of the freshman class of a typical American Midwestern Univ. The European student receives in his secondary school the equivalent, in some respects, of a 4-yr liberal arts education in an American college; in fact, the average college graduate in this country would find it difficult to pass the general culture examination req'd for admission to a European univ.—JAS A MCCAIN, Pres, Kansas State Univ, "Prof's and Students in European Univ's," *Jnl of Higher Education*, 4-'60.

EMOTION—20

Moods are more often a menace than microbes.—*York Trade Composer*, York Composition Co.

ERROR—21

In the tv feature, "Biography of a Missile," by Edw R Murrow and Fred W Friendly, you may have been struck by so many tremendous facts that you didn't notice a quiet, little one as it passed. . . In the course of the countdown all the factors that may go wrong are checked, for a fault in any one of them, however insignificant, can ruin a \$5 million flight. It takes 12 hrs to do this, from a 65-page book that lists every factor big and little. From the records of the faults they catch—and of the ones that,

alas! they don't, but only locate by later analysis of wreckage and records—it appears that the faults that cause disaster are never big, technical ones. "Most of the mistakes," said Mr Friendly, "are 60c errors."—*Mgt Briefs*, Rogers, Slade & Hill, Mgt Consultants.

Quote scrap book

The MAGNA CARTA, the "Great Charter" of English liberty extorted from King John (June 15, 1215), has been rightfully called a cornerstone of American liberty. It was directed principally against abuses of the power of the Crown. The same spirit which prompted the barons to corner King John at Runnymede prompted THOS JEFFERSON to write, centuries later:

The tree of liberty must be refreshed from time to time with the blood of tyrants. It is its natural manure.

”

FATHERHOOD—22

A little boy was climbing a steep mountain with his father. As they climbed the boy stopped to gather rocks. Soon he was too tired to go on. The father picked him up, but as he struggled on, he heard the rocks hitting together in the boy's pocket. He put the boy down and said, "Son, you must throw away those rocks. I will carry you, but I cannot carry the rocks, too."—*Leader*.

Quote

FUTURE—23

The future is something which everyone reaches at the rate of sixty min's an hr, whatever he does, whoever he is. — *Tit-Bits*, London.

GOD—and Man—24

A father overheard his youngest talking to his oldest: "When you tell me to do something, I may; but I don't have to. But when Father tells me to do something, I must!" By way of analogy, we may liken the oldest brother to man and the father to God. Our brother has a margin of error; his authority is limited. The father has the weight of yrs, education, and experience behind his words; his authority is established.—PAUL K McAfee, *Link*.

HEALTH—Tension—25

Here is the composite portrait of a successful exec, drawn by Social Research, Inc: "He must submit to authority without resentment; have strong drives toward money and prestige; be able to bring order out of chaos; be decisive; know what he is and what he wants; be impelled to keep moving; have a pervasive fear of failure; concentrate on the practical and the immediate; be able to identify himself with his superiors." For psychiatrists, these qualifications impose a severe burden of stress on any individual. Under the added environmental stress of big business, the surprising fact is that more exec's do not suffer nervous collapse. — Dr DONALD H ROBINSON, "Health in the Exec's Life," *Trained Men*, Internat'l Correspondence Schools.

HONESTY—Lack—26

It's strange that men should take up crime when there are so many legal ways to be dishonest.—*Sunshine Mag*.

IMAGINATION—27

Imagination is something which the world both calls for and fears. . . . One who lacks imagination can develop technically but not in breadth or resourcefulness. Strong imagination without maturity and balance produces instability and illusion. Many of the highly educated are characterized by lack of imagination resulting from one-sided intellectual training. Such people are adequate only to routine positions in life. — MAULSBY KIMBALL, Jr, "Imagination," *School Arts*, 5-'60.

KINDNESS—28

The kindest are those who forgive and forget.—*Megiddo Message*.

LANGUAGE—29

The American language has become so inflated that even the strongest words have lost half their purchasing power. The spiral of good-better-best has, over the yrs, invaded not only advertising but almost all speech and writing to the point where even the unsophisticated listener and reader automatically cuts the adjectives in half, believing only the remainder. Like the penny and the nickel, ordinary simple words that mean exactly what they say are well on their way toward obsolescence.—P R B Newsletter, Public Relations Bd, Inc.

Quote



Flag Day

FLAG DAY (June 14) is the anniversary of the day on which the Continental Congress formally adopted the Stars and Stripes as the flag of the U S in 1777. With the addition of states, the flag changed form several times from its original 13 stars and 13 stripes. The flag which inspired Francis Scott Key's Star Spangled Banner had 15 stars and 15 stripes. This yr, for the 1st time, the flag will show 50 stars. As an expression of what the flag means, we present these lines by FRANKLIN K LANE:

I am not the flag; not at all. I am but its shadow. I am whatever you make me, nothing more. I am your belief in yourself, your dream of what a People may become. . . I am the day's work of the weakest man, and the largest dream of the most daring. . . I am the clutch of an idea, and the reasoned purpose of resolution. I am no more than you believe me to be and I am all that you believe I can be. I am whatever you make me, nothing more.

LIFE—Spiritual—30

The average man lives but a meager life, because he fails to comprehend the importance of the spiritual department of his being. —LOWELL FILLMORE, "Foundation Stones," *Progress*, Unity School of Christianity, 5-'60.

Quote

MACHINE AGE—31

Automated machines are taking over the paper work and accounting jobs of the U S Gov't. The Defense Dept has installed 225 gen'l purpose computer systems, and 175 more are on order. Civilian agencies to the Gov't have installed 60 systems and 30 more are on order. —MAE WALKER, *Jnl of Business Education*.

MISSIONARIES—32

A missionary home on furlough was talking with a woman who was trying to express her pity for the missionary by saying, "When I think of you poor missionaries, I feel guilty about all the conveniences and luxuries we have here at home." The missionary was quick to reply, "Don't apologize. You need to make up for the joy you miss in not seeing men and women won to Christ on the mission field." —STELLA RATZLOFF, *Alliance Witness*.

MODERN AGE—33

The depths of darkness, of desperate revolt, of possible disaster now confronting and explored by the human spirit are a measure of the call of this age to greatness. —WM HOCKING, *Ethical Outlook*.

OCCUPATIONS—34

Scientists and poets mostly come from upper social classes and novelists may come from the upper or the lower classes. This was found when psychologists made a study of the occupations of the fathers of major scientific and literary figures. The study was reported to the Eastern Psychological Ass'n in N Y by Drs Stanley Coopersmith, Chas Church and Jos Markowitz of Wesleyan Univ.—*Science News Letter*.

....pathways to the past.....



Nat'l Flag Wk

June 12—330 yrs ago (1630) John Winthrop, 1st gov'r of The Massachusetts Bay Co, entered Salem harbor in the *Arabella*. . . 160 yrs ago (1800) the U S Navy acquired the Portsmouth Navy Yd in New Hampshire for \$5,500. . . 30 yrs ago (1930) Max Schmeling became the 1st German world heavy-weight boxing champion.

June 13—165th anniv (1795) b of Thos Arnold, English educator, famed headmaster of Rugby, pioneer in the reform of English public schools. . . 95th anniv (1865) b of Wm Butler Yeats, Irish poet and dramatist.

June 14 — *Flag Day* (see GEM BOX). . . 185 yrs ago (1775) the U S Army was founded when Congress authorized the recruiting of 10 co's of riflemen to serve the colonies for one yr. . . 20 yrs ago (1940) the Germans entered Paris. Battalions of German soldiers marched thru the streets at 6:30 a m; by 11 a m, the swastika flew from the Ministry of Marine, the Chamber of Deputies, and the Eiffel Tower.

June 15—745 yrs ago (1215) King John, under pressure, set his seal on the Magna Carta at Runnymede. (This document has been hailed as "the cornerstone of American liberty.") . . . 185 yrs ago (1775) Geo Washington was app'ted commander-in-chief of the Continental Army. . . 145th anniv (1815) b of Hablot Knight Browne,

English illustrator and caricaturist, illustrator of many of Dickens' novels.

June 16—150th anniv (1810) b of Sam'l R Brown, trail-blazing missionary who founded the 1st Christian Protestant school in China. . . 115 yrs ago (1845) the American premiere of Rossini's opera *William Tell* took place in N Y C. . . 70 yrs ago (1890) Madison Sq Garden opened in N Y C.

June 17—185th anniv (1775) of the Battle of Bunker Hill. . . 135 yrs ago (1825) the cornerstone of the Bunker Hill Monument was set in place by the Marquis de Lafayette. Dan'l Webster was the featured speaker. . . 60 yrs ago (1900) the Chinese Boxer Rebellion broke into warfare as European warships fired on snipers at Taku.

June 18—145 yrs ago (1815) Napoleon was defeated at Waterloo. . . 80th anniv (1880) d of John A Sutter, Calif pioneer and settler. . . 25 yrs ago (1935) Adolf Hitler signed a treaty with Gt Britain promising not to expand the German Navy beyond 35 per cent of the strength of the Royal Navy.

Quote

ORIGIN: Cord—35

Cord: A length of twisted or woven strand (from the Latin *chorda*, meaning catgut). Originally a length of cord was used in measuring a quantity of cut wood in convenient size for fireplace burning. The standard U S cord is 128 cubic ft of logs and air space. Usually it is arranged in a stack 4 ft high, 4 ft wide, and 8 ft long.—*Popular Science*.

“

The nature of my luck's been
such—
I'm pitiful to see.
I've been up against the wall
so much
The handwriting's on me.—
LEONARD K SCHIFF.

36

”

PEACE—37

In the final analysis, removal of the military obstacles to world peace—like all other obstacles—depends upon the growth and fruition of ideals in the hearts of men. The spiritual and intellectual field is the real battleground upon which the future of the world will ultimately be decided. It should be clearly evident, therefore, that the major task which devolves upon each one of us today is to utilize every talent we possess with the utmost vigor, vision, and creative imagination to help make the power of our American ideals and principles felt thruout the earth. There is nothing more important in this endeavor than developing in mbrs of our rising generations a solemn sense of obligations of citizenship, and providing them

with the spiritual and intellectual resources necessary to meet them.—WILBUR M BRUCKER, Sec'y of Army, quoted in *Current History*.

PROGRESS—38

Oscar Wilde said, "Discontent is the 1st step in the progress of a man or a nation." If you analyze the lives of great men, this appears to be the spirit they all have in common. No matter how much success they may have had, they always are looking ahead to the next goal. They always have new worlds to conquer. There are various degrees of greatness and success. But each of us, in our own way, can profit from this point of view.—A H KULIKOWSKI, publisher, in editorial "Are You Satisfied?" *Salesman's Opportunity*, 5-6-'60.

PUBLIC SPEAKING—39

Every man who aspires to reach the top, whether business or professional, should devote earnest attention to learning to speak well in public and to write well.—B C FORBES, *Forbes*.

RACE—Negro—40

Booker T Washington was to address a mtg in a Southern city in behalf of his main commitment. The train arrived late; and only one cab was to be found at the depot. The driver whom he asked to take him to the church grunted, "I don't drive no nigger." There was no time to persuade him that neither face was too plain to see in the dim surroundings. "All right," said Dr Washington, "you get in, and I'll drive you." Which being done and paid for allowed him to get on with his chief business as educator.—Editorial, *Ethical Outlook*, 5/6-'60.

Quote

What Next?

The summit meeting did not collapse. It never started. The consensus of opinion is that Khrushchev came to Paris with a definite plan of wrecking the conference, to have a world-wide platform from which to shout propaganda.

The spy plane affair still seems illogical from any viewpoint. "Spying is a routine business," stated Ilya Ehrenburg, undisturbed, as he addressed a meeting in London for Nuclear Disarmament last Friday. He is a Russian writer and Deputy of the Supreme Soviet.

Was it then a pretext seized by Khrushchev for propaganda? Why did the U S allow it at this time? Was the U S, knowing Khrushchev's purpose, affording him an opportunity to trap himself in the propaganda game?

These and many other questions occur. Second guessing and rumors are rife. One is that Khrushchev is under pressure from internal forces in the Soviet and from Red China. As of press time Khrushchev has rejected the invitation to proceed with the meeting, after his tirade, insult, and demands on Eisenhower.

Eisenhower ordered suspension of the spying Thursday before the meeting. He was to announce this, and ask for an open sky policy, and present a plan for the UN aerial surveillance. He never got the chance.

Both political parties are united behind the President, and the latest reports state that the Western Allies have swung to support of the American stand. Eisenhower will make his state visit to Portugal and Japan, and omit Russia, since he has been invited out.

Diplomacy and intrigue on a high and dangerous level hold the world limelight. Much is hidden to the people. The results we may know later.

—99—

RUSSIA—Russians—41

Our children are taught ethical living from a very early age. They learn to help each other, to respect their parents and other older people, to esteem work, to be honest, to be courteous, to have a sense of living in a collective system, to despise egoism, greed and avarice. As nowhere else our children are brought up to love their country and the ideals of their people.—SERAFIMA RASTVOROVA, U S S R.

SABBATH—Observance—42

A man went to mkt with a string of 7 coins. Seeing a beggar who asked for alms, he gave the poor man 6 of the coins, kept just one for himself. The beggar, instead of being thankful, followed the good man and stole the 7th coin also. Would you, to whom God has given 6 days, steal the 7th also? — WM HOCKMAN, *Christian Herald*.

SAFETY—Safe Driving—43

At a level crossing in Cairns there's a courteous notice which reads: "It takes a train 15 sec's to cross here, whether your car is on the line or not."—*Better Business*.

SCIENCE—44

If we are to become the masters of science, not its slaves, we must learn to use its immense powers to good purpose. The machine itself has neither mind nor soul nor moral sense. Only man has been endowed with these god-like attributes. Every age has its destined duty—ours is to nurture an awareness of those divine attributes and a sense of responsibility in giving them expression.—DAVID SARNOFF, chmn, RCA, quoted in *Highways of Happiness*.

Quote



Have you renewed your subscription? Hurry — you don't want to miss an issue!

SCIENCE—45

It seems clear to me that man may find his best destiny both as an individual and as a mbr of a political or social group only as he understands something of the nature of the forces that control his personal destiny and as the society in which he functions is attuned to scientific knowledge.—POLYKARP KUSCH, Columbia Univ, "Educating for Scientific Literacy in Physics," *School & Society*, 4-23-'60.

SELF—Improvement—46

You are a dreamer or optimist if you think the world will grow better if you do not try to improve yourself. — *Chilton County (Ala) News*.

SERVICE—to Others—47

Voluntarism is a good barometer of free enterprise and our American way of life. When voluntarism is vigorous, the country is vigorous. When it shows signs of decline, we are in trouble. — Prof MARSHALL E DIMOCK, Dep't of Gov't, N Y Univ, quoted in *Bulletin of the American Ass'n of Fund-Raising Counsel*.

Quote

SIGHT—48

For every man the world is as fresh as it was at the first day, and as full of untold novelties for him who has eyes to see them.—T H HUXLEY, *Chicago Schools Jnl*.

SPACE AGE—49

Getting people to man space stations once the romance wears off, will be as tough as finding lighthouse keepers, concludes North American Aviation Engineer Fred Payne. Boredom will be the killer. —*Missiles & Rockets*.

SUCCESS—50

Prof David L Thompson of McGill Univ has dug up a distressing bit of philosophy. "Did it ever occur to you," he says, "that our language is full of suggestions that it is a privilege to work sitting down? We respect our chairman; we honor the throne; we speak of a prof's chair, a seat in parliament. The lawyer looks to the judge's bench; and the Turks speak of their divan, and the Hebrews of the sanhedrin, all in the same sense. Even the word 'pres' means the man in the best seat. All this betokens a habit of mind, respecting the man who does his work sitting down." . . . Why not devise a new title of merit — Stander, Pavement - Pounder, Get-Arounder, or some such—to elevate to the pinnacle where he belongs the outstanding guy who stands up, goes out and gets ideas?—*Printers' Ink*.

" "

Success depends partly on whether people like you wherever you go or whenever you go.—*Oral Hygiene*.

SUPERSTITION—51

Ancient men believed that the gods and forces of good lived within the right side of the body, while the devil and forces of evil lived within the left side of the body. With this belief, if a person got out of bed on the left side ("the wrong side of the bed"), he would be giving the advantage to the forces of evil for that day and could expect nothing but misfortune and bad luck. The pessimistic friend who told us this tale says it doesn't really make any difference what side you get up on. "After all," he said, "what can you expect of a day that starts with getting out of bed?"—*In a Nutshell*.

TASTES—52

One of life's most available blessings is the pleasure of discovering new tastes, and of sharing your discoveries with each other and with your friends.—JAS A BEARD, "Letter to a Bride," *House & Garden*, 5-60.

TEACHERS—Teaching—53

When Alfred North Whitehead was asked what courses he taught, his reply was, "Whitehead I, Whitehead II and Whitehead III." —SAM'L B GOULD, Chancellor, Univ of Cal, "The Teacher's Impact on the Curriculum," *School & Society*, 4-9-'60.

TELEVISION—54

There is one fact about the effects of tv on taste and that has been established by some recent research in England. Hilda Himmelweit has shown that when the viewers had only one station available and a good cultural program was on it, they would watch even tho in many cases they found it too highbrow. When that happened

over a period of time many of the originally complaining came to like it. Semi-forced watching gradually developed their taste. On the other hand, when there were two stations this did not happen, because those people switched to the inferior program that did not go beyond their current cultural capacity. —ITHIEL DE SOLA POOL, "From Discussion and Public Taste," *Public Opinion Qtly*, Spring '60.

—66—

Most people play bridge for money
While some others play it for free;
Today's young couples are playing
For the baby-sitter's fee.

—ANNA HERBERT.

55

—77—

TRUTH—56

Truth is so precious some people use it sparingly.—ARNOLD H GLASOW, *Thoughts for Today*.

WOMEN—57

Never argue with a woman when she's tired—or rested.—P-K *Sideliner*, hm, Peter Kuntz Co.

WORRY—58

Small worries are worst when we are idle and are often dispersed by motion like a flock of gnats.—CHAS HORTON COOLEY, *Think*, Internat'l Business Machines Corp'n.

WRITERS—Writing—59

Abraham Lincoln once said of a free-lance writer he knew: "He can crowd more words into the smallest idea than any man I ever knew."—*Writer's Guide*.

Quote

GOOD STORIES

you can use...



I Laughed At This One

DAN BENNETT

Just after a tornado which ruined a small town in Texas, a newspaper reporter was talking to one of the elderly natives who was watching the clean-up job.

"Were you in the tornado?" asked the newspaperman.

"Well, son, it all depends on how you look at it," repl'd the old fellow. "When the roof fell in, she fell just right. And when the walls caved in, they only nudged me. The hot stove got pushed across the room, but it stopped just before it hit me, and while it set the house on fire, I got out just in time."

The old man stopped talking and considered the situation for a long moment. "I guess you couldn't say I was in that tornado," he said slowly, "but I was gettin' gosh-awful close to it!"

"Why do you have an apple for your trade mark?" asked a client of his tailor.

"Well," repl'd the tailor, rubbing his hands, "if it hadn't been for an apple, where would the clothing business be today?" — *Tit-Bits*, London.

During the course of a trial the question came up, could a person be identified merely by the sound of his steps. The lawyer for the defense insisted the answer is yes. "Why," he said, "when I turn in at the front walk at night, my wife not only knows that it is I, but sometimes she can tell where I have been."—LEO AIKMAN, *Atlanta Jnl-Constitution Mag.* a

" "

Actor Geo Sanders tells of visiting a psychiatrist who said, at the end of the consultation: "That'll be \$75."

"Why \$75?" Sanders asked. "All the others only charge \$50."

"It's part of the treatment," the psychiatrist ans'd. "It will help you to attach less importance to money and mat'l things."—*Sunday Dispatch*, London. b

" "

Jim Whatley, Univ of Ga baseball mentor went to school (Ala) with Mel Allen, the famous announcer.

"As a freshman outfielder," vouchsafes Jim, "Mel would run in on a fly ball shouting, 'I've got it!' and then drop the ball. But Mel majored in English. When he was a sr, and better educated, he'd run in on a fly ball shouting, 'I have it!'—then drop it." — *Scholastic Coach*. c

Quote

.....Quote-able QUIPS.....

A cannibal was dressed in European fashion, and sent to college to grow up in the ways of civilization. While on a transatlantic boat for the first time, he went for a meal in the dining room. The waiter asked him, "Would you like to see the menu?"

"No," he said, "I would like to see the passenger list."—*Jnl of the American Medical Ass'n.* e

" "

Some months ago while covering an energy resources conf in Denver a newsman noticed that one of the nation's top atomic scientists had a bulging brief-case that never left his side. Finally the reporter asked the scientist, Dr Jas L Tuck, director of the thermonuclear research at the Los Alamos lab's in New Mexico, if he had a miniature nuclear reactor concealed in the brief-case.

"No," said the obliging Dr Tuck. "It's part of my wife's vacuum cleaner. There is no repairman in Los Alamos and she insisted that I have it fixed in Denver."—*United Mine Workers Jnl.* f

" "

Lord Chandos . . . recalled how Mr Macmillan, as guest of Pres Eisenhower, went to a reception for a large number of American generals.

"You've never seen so many generals in your life, have you, Harold?" asked Eisenhower. "Oh, yes," said the Prime Minister, "but I've never seen so many authors."—*PETERBOROUGH, Daily Telegraph, London.* g

Merely calling a spade a spade is easy for one who never gardened.
—BOB STANNARD.

" "

A gossip is a person who creates the smoke in which other people assume there's fire.—DAN REVELLO.

" "

The quick way to get a man on the moon would be to hire a traveling salesman on an expense account.—PHIL H TUSETH.

" "

If women's bathing suits don't stop, the men will have to stay off the beaches or the women will have to stay in the water.—J W PELKIE.

" "

People who get down to brass tacks usually rise rapidly.—WM W GREER.

" "

A good business mgr hires optimists for salesmen and pessimists to run the credit dept. — CHAS KENNEDY.

" "

Woman was formed from man's rib—and man has been ribbing her ever since.—RUSSELL NEWBOLD.

" "

After death the Chinese go to live with their ancestors. A lot of our young married couples don't wait that long.—D O FLYNN.

Quote

light armour

Richard Armour



Communications Breakdown

A Colorado youth leader says parents must learn the language of the Space Age so they can talk with their children.—News item.

Since Sputnik first roared into orbit, a change
Has come over the speech of my children that's strange.
They've picked up from magazines, books, and TV
Some technical terms that are baffling to me,
Since I haven't had physics for thirty-five years,
And what I then learned is all wrong, it appears.

In addition to this, they have many a word
In their teen-ager lingo I maybe have heard
But that now doesn't mean (and it seems to mean plenty)
What it did when I used it myself (1920).
And so, if I try it, I may get a frown,
Or be looked at with pity, or else hooted down.
So what? I can learn, at my very ripe age,
The nuclear terms and the slang that's the rage,
Or keep an interpreter close by my side
To tell me, at least, when remarks are too snide.

Quote

The parking problem touches all of life's fronts, even the Spiritual. A suburban church near Boston is being extensively remodelled, and lumber, bags of cement, pipe, wire and other mat'l necessities for the job are strewn everywhere. The church janitor was directing Sunday morning traffic. A worshipper grumbled at not being able to find a good parking space. "It's tough," agreed the janitor. "I never saw such a holy mess!" In another part of New England, a new church had just been completed. There wasn't much vacant space adjoining it. "You're going to have parking problems," commented an observer to the Pastor who repl'd, "I hope and pray we will." — *Food Marketing in New England.* h

" "

An associate of ours has the makings of an efficiency expert: "I don't do much," he said, "because I figure the less I do the fewer mistakes I'll make."—OLLIE M JAMES, *Cincinnati Enquirer.* i

" "

Lord Birdwood told this story arising from his experiences as an official United Kingdom delegate to the last session of the UN during his recent talk to the Royal Central Asian Soc'y:

It concerned voting at a committee of which nine mbrs of the Soviet bloc were mbrs. The vote on some issue produced eight "noes." The bloc's leader at once demanded a recount, firmly refused by the Indonesian chmn. At once a mbr of the bloc volunteered: "I voted No," echoed swiftly by the eight others. The official vote remained eight, but all nine had sped to escape suspicion of disloyalty—and displeasure. — PETERBOROUGH, *Daily Telegraph*, London. j

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DROKE HOUSE, Dept. Q-20, Indianapolis 6, Indiana

Novelist CASKIE STINNETT: "Death is nature's way of getting you to slow down. . . I'm waiting for the day the decay germs rally to defeat the toothpaste."

1-Q-t

" "

Dr RICHARD H OVERHOLT, witness in damage suit against a cigaret co by a patient claiming he lost a lung by smoking the co's brand: "It is difficult to prove because we're having a hard time getting a mouse to smoke like a man."

2-Q-t

SECOND CLASS MATTER

Edited by Alice Jacobs

We have quite an assortment of odds and ends today, so without further ado, here they are:

Our 1st item is one you might like to keep in mind for Father's Day. For the modest sum of \$165, you can buy Dad a 24 karat gold sport shirt. (Yes, that's right.) Getting him to wear it is your problem.

On a less rarified—and probably more widely useful — plane, the newest ball-point pen carries its own paper supply. Pull out as much as you need from a roll in the barrel to make notes at the telephone, at meetings — or even

clean your glasses. Pen is \$3; paper refills are 25c. J L Bagarry, Jr, 2755 Liberty St, Beaumont, Tex.

This is for long-suffering women who have trouble with earrings. A new earring uses no clip, wire, or screw, but remains firmly (and comfortably, says the mfr) on the earlobe. It isn't magic, it's a magnet. Tiny magnetic disk slips behind the lobe and holds the earring, but is invisible in front. Pearl, gold, floral and gem designs, and only \$1 a pr (plus tax). They're probably in your local stores by now, but if not, they're made by Coro, 47 W 34th St, N Y C 1.

